



**FACTORS INFLUENCING CUSTOMERS PURCHASE INTENTION TOWARDS
ORGANIC FOOD IN MALAYSIA**

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UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

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UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS
“DECLARATION OF ORIGINAL WORK”

I, Nurdiyana Madihah Binti Badrul Hisham, (I/C NUMBER: 960302-10-6256)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree of any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim have been distinguished by quotation marks and sources of my information have specifically acknowledged.

Signature: _____ Date: ____/____/____

LETTER OF SUBMISSION

Faculty of Business Management
Universiti Teknologi MARA Malacca City Campus
110 Off Jalan Hang Tuah,
75350 Melaka.

January 2019

Mdm Nur Syuhada Binti Muhammad

Advisor,

Faculty of Business Management
Universiti Teknologi MARA Malacca City Campus
110 Off Jalan Hang Tuah,
75350 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Hereby is the attached of project paper titled “FACTORS INFLUENCING CUSTOMERS PURCHASE INTENTION TOWARDS ORGANIC FOOD IN MALAYSIA”. I am required to do a project paper on the above topic. Here I submitted the full report and I really hope that this will fulfil the requirement for the Bachelor of Business Administration (Hons) Marketing.

Thank you.

Yours sincerely,

NURDIYANA MADIHAH BINTI BADRUL HISHAM

2016564567

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

The purpose of this research is to study about the factors that influencing customers purchase intention towards organic food in Malaysia. This research identifies the factors that attributes to purchase intention such as health consciousness, environmental concern, perceived value and food safety. These factors will be used to identify or to determine which one of it has the most influential factors contributes to customer purchase intention towards organic food.

The research is based on a sample of 110 respondents. The results show that health consciousness, environmental concern, perceived value and food safety have significant influence of purchase intention towards organic food. It involve the process of conducting the research such as in determining the sample, the reliability and validity of questionnaire and including the research design, sampling technique, data collection method also involving primary data, secondary source and data analysis technique.

Among all of those factors, the most influencing factor that influence the customers purchase intention towards organic food is food safety with the significant at <0.05 level. Besides that, the research also comes with recommendation that will help the organic industry to improve the customers purchase intention towards organic food in the future.